



## **King County**

### **Ron Sims**

King County Executive

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March 8, 2007

The Honorable Larry Gossett, Chair  
Metropolitan King County Council  
Room 1200  
C O U R T H O U S E

Dear Councilmember Gossett:

I am proud and honored to transmit the required attachments and details that will allow the County Council to adopt the historic ordinance "To establish the official symbol of King County to be the likeness of the Rev. Dr. Martin Luther King, Jr." This transmittal puts in place the final pieces necessary to create a new logo to represent King County. This logo culminates the 20-year effort to rename the county in honor of Martin Luther King, Jr. and create a logo that reflects the values of our government and its residents. This letter summarizes the actions we have taken to comply with Ordinance 15378 to ensure the successful creation and implementation of the new county logo.

Dr. King is a universal icon for equality, justice and peace whose legacy to this nation and the world transcends race, but honoring him in this way is making history. Many communities have honored King's legacy by naming buildings, streets and schools after him. We believe we are the only government to choose the Nobel Laureate and civil rights leader for its namesake and logo. Those who have seen the logo are unanimous in the feeling that the new logo is beautifully done and is a logo that we can be proud of as the symbol of our government.

### ***Background on King County Namesake and Logo***

Our efforts date back to February 24, 1986, where Bruce Laing and I sponsored Motion No. 6461 recognizing the accomplishments of Reverend Dr. Martin Luther King, Jr. and renaming King County in his honor. That motion was adopted by a 5-4 vote at the King County Council. The courageous and foresighted "yes" votes were Laing, myself, Cynthia Sullivan, Audrey Grueger and Bob Greive. Senator George Fleming worked to get the needed state approval of the name change, but it was not given until a six-year long grassroots effort led by Senator Adam Kline and Representative Eric Pettigrew resulted in legislative approval in 2005. On April 19, 2005, Governor Christine Gregoire signed Senate Bill 5332 into law at the King County Courthouse in a joyous signing ceremony.

Finally, on February 28, 2006, Ordinance 15378, sponsored by both yourself and Councilmember Larry Phillips, was passed to establish the official symbol of King County to be the likeness of the Reverend Dr. Martin Luther King, Jr.

Community members and state and local elected leaders contributed to this amazing achievement. With County Council approval, King County will put aside the gold crown logo and be represented by a symbol that reflects the core values of who we are as a county – values such as integrity, justice, equality and diversity that Dr. King embodied throughout his life.

### ***Details of King County Logo Design Process***

Since Ordinance 15378 was enacted, we have been in a comprehensive design process that has involved members of our community, county employees, and separately elected leaders. 4Culture was hired to solicit applicants for the design contract, manage the hiring process and coordinate design process. I am proud to share with you that the bidding process for the King County logo design received the highest number of submittals for any design contract in county history. Top national, regional, and local firms competed for this historic project. Our selection committee included community artists, top local graphic designers, as well as department representatives and elected leaders.

The selection committee awarded the contract to a highly regarded local firm, Tony Gable Design and his subcontractors, Vivian Phillips and Sharon Maeda. Prior to beginning the project, Gable Design held focus groups with employees to understand the values that they regard as defining the true meaning of public service. Focus groups with community leaders and graphic designers also provided insight.

The process also included an analysis of King County's logo and development of guidelines to ensure consistent use of the new logo. The new logo, like the current crown logo, will not be used for commercial purposes. We have also worked with the county's graphic design, Internet and KCTV technical staff about potential applications and uses. It has truly been a collaborative effort to create a logo that will be functional in business applications as well as be representative of our government's values.

In addition to your personal contact with members of the King Family, Deputy Prosecutor Tom Kuffel has been in regular contact with representatives of the family. We delivered copies of the logo in various formats to the family in early December 2006. We have kept them informed of the process, the use guidelines and plans for unveiling the logo. We have invited family members to join us at a community celebration for the official unveiling of the logo.

Our initial use of the logo will begin immediately upon council approval. As required, attached are detailed implementation plans for the departments as well as the sheriff, the courts and the prosecutor. You will also find attached the revised Graphic Standards & Guidelines and the Quick Reference Guide that will help county staff with the initial use of the new logo. Both will be available online immediately after passage. Additionally, training sessions are being scheduled to refresh employees on King County graphic standards.

As directed by council, we will have a phased-in, low cost implementation over the next five years. For a period of time, both logos will be used. Current supplies such as letterhead or business cards with the crown logo will be used until they run out or need to be replaced. However, in anticipation of this change, departments have delayed making large orders of supplies, uniforms and signage with the old gold crown in anticipation of approval of a new

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logo. For most departments, the initial phase will include the new logo used on stationary and business cards as supplies run out. Upon your vote, we will immediately transition to the new logo on King County Television, on the top pages of our Web site and on all media and outreach materials. Metro Transit will immediately begin ordering new driver uniforms with the new logo and parks will finish new trail kiosks.

Throughout the process, people have eagerly expressed their excitement and support of our logo change. I would like to thank you for all your efforts on this remarkable, historic achievement. It is a milestone that we should all be proud of. I believe this change we are making will generate national media interest as we continue to demonstrate our dedication to excellence.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Sims", with a stylized, cursive script.

Ron Sims

King County Executive

cc: King County Councilmembers

ATTN: Ross Baker, Chief of Staff

Shelley Sutton, Policy Staff Director

Anne Noris, Clerk of the Council

Kurt Triplett, Chief of Staff, Office of the King County Executive (OKCE)

Sheryl Whitney, Assistant County Executive, OKCE

De'Sean Quinn, Council Relations Director, OKCE

Bengie Santos, Community Relations Manager, OKCE

Carolyn Duncan, Communications Director, OKCE